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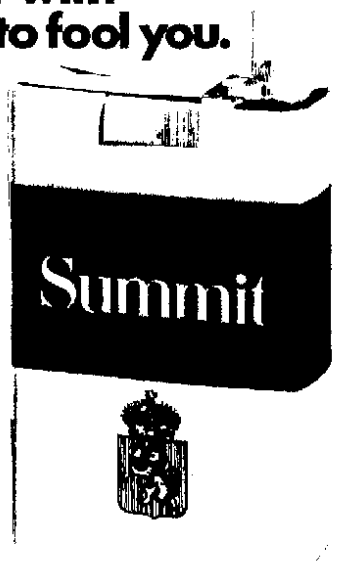
Summit. The flavor that fooled 7 out of 10 low low tar smokers.

The first low tar with enough flavor to fool you.

Compare 3 mg. Summit with brands that have from 3 to 6 mg. tar—True, Kent III, Decade, Doral II. You'll see—Summit smokes slower and has the more satisfying flavor. Enough flavor to fool you into thinking it's higher in tar than those other brands. Summit gives you smoking satisfaction at only 3 mg. tar. And for something like that, it's worth being fooled.



Only 3 mg. tar.
And enough flavor to fool you.

Source: https://www.industrydocuments.ucsf.edu/docs/jkyj0004